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2875/1G342US1

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Samuel Sergio TENENBAUM

Serial No: 09/922,232

Group Art Unit: 3622

Filed: August 3, 2001

Examiner: Stephen M. Gravini

Confirmation No.: 7566

For: COMPUTERIZED ADVERTISING METHOD AND SYSTEM

RECEIVED
MAR 10 2003
GROUP 3600

INFORMATION DISCLOSURE STATEMENT

Commissioner of Patents and Trademarks
Washington DC 20231

Sir:

In order to comply with 37 CFR 1.97 and 1.98, attached hereto is a copy of
Form PTO-1449 and a copy of the document listed thereon. This document contains
information which the Examiner should consider during examination of the present application.

03/07/2003 MAHNE1 00000132 09922232

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OK

Attorney's
#15/PPS
3-12-03

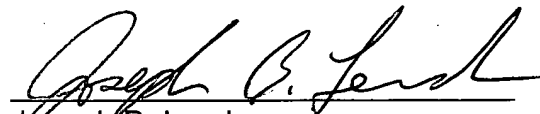
This Information Disclosure Statement is being filed after a final action under 37 C.F.R. §1.113. In accordance with the requirements of 37 C.F.R. §1.97(d), a statement pursuant to 37 C.F.R. §1.97(e), together with the payment of the \$180 fee specified in 37 C.F.R. §1.17(p) accompanies this IDS.

In accordance with MPEP Sections 609 and 707.05(b), it is requested that each document cited (including any cited in applicant's specification which is not repeated on the attached Form PTO-1449) be given thorough consideration and that it be cited of record in the prosecution history of the present application by initialing Form PTO-1449 next to the document. Such initialing is requested even if the Examiner does not consider a cited document to be sufficiently pertinent to use in a rejection, or otherwise does not consider it to be prior art for any reason, or even if the Examiner does not believe that the guidelines for citation have been fully complied with. This is requested so that each document becomes listed on the face of the patent issuing on the present application.

The present Information Disclosure Statement is being submitted in compliance with 37 CFR 1.56, but the citation of such document is not to be construed as an admission that such document is necessarily relevant or prior art. No representation is intended that the cited documents represent the results of a complete search, and it is anticipated that the Examiner, in the normal course of examination, will make an independent search and will determine the best prior art consistent with 37 CFR 1.104(a) and 1.106(b) and, in the course of each search, will review for relevance every document cited on the attached form even if not initialed.

Early and favorable consideration is earnestly solicited.

Respectfully submitted,

A handwritten signature in cursive script, reading "Joseph B. Lerch", written over a horizontal line.

Joseph B. Lerch

Reg. No. 26,936

Attorney For Applicant(s)

DARBY & DARBY P.C.
P.O. BOX 5257
New York, NY 10150-5257
(212) 527-7700

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STATEMENT PURSUANT TO 37 C.F.R 1.97(e)

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Washington DC 20231

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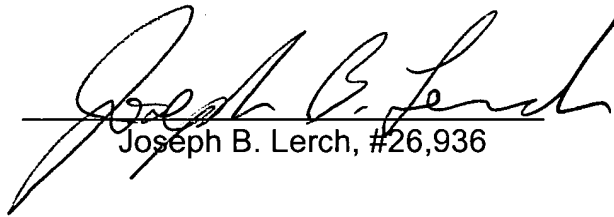
I am an attorney of record in the above-identified patent application.

The U.S. reference (U.S. Patent No. 6,061,659) cited in the Information
Disclosure Statement was not cited in a communication from a foreign patent office in a

counterpart foreign application. However, Canadian Patent 2,296,355 is a Canadian counterpart of U.S. Patent No. 6,061,659 and was cited in an office action dated December 3, 2002 (copy enclosed) in the Canadian counterpart of the present patent application. The Canadian patent claims the priority of the U.S. Patent Application No. 08/868,122 which resulted in U.S. Patent No. 6,061,659. The U.S. patent was discovered upon investigating the status of the aforementioned U.S. application. To the knowledge of the undersigned, after making reasonable inquiry, the reference contained in the IDS was not known to any individual designated in §1.56(c) more than three months prior to the filing of the IDS.

Date: _____

3/3/03


Joseph B. Lerch, #26,936